

RUTHERFORD PUBLISHING HOUSE

Executive Summary

A Cup of Coffee with 12 Leading Attorneys In The United States

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Strategically position your business against your competitors, so that selecting you becomes the obvious and only logical choice.

What can you do that “tips the scale” so that selecting you becomes the obvious and only logical choice? Nothing does that better than authoring a book on being an “Leading Attorneys In The United States”

We seek out experts to solve our problems. So the goal with any marketing that you create is to identify you as the expert.

Harry Beckwith in his book “Selling the Invisible” says, “most professional services, you’re not really selling expertise because your expertise has to be assumed because your prospects cannot intelligently evaluate your expertise.” What this means is that if there were 10 brain surgeons, and my wife needed brain surgery, I cannot intelligently understand why one person is better than the next person because I didn’t go to school to be a brain surgeon.

So your clients are looking for the individual who is best identified as the expert. Everyone identifies a person who has written a book to be the expert in the subject that is written about. So to be seen as one of the Leading attorneys in the United States because you are included in our book is more powerful than any other way you can show your prospects that you are an expert. It is the one thing that will separate you from your competition.

Politicians understand the value of being an author. Virtually, every presidential candidate in the recent past has published a book – Hillary Clinton, George Bush, Barack Obama, Mitt Romney, and the list goes on. They recognize the branding power of a book, and that anyone who writes a book is considered “special” in the eyes of the public. In fact, authors are awarded a degree of celebrity status by the public.

The right type of book can even elevate you to be an authority in your industry in the eyes of the public. This is why we publish books about leaders in their industries so you can be identified as an expert in your industry or profession.

If you look at virtually anyone who is a guest on a TV talk show or news show, they are an author who has published a book on the topic being discussed. A book says to people, I’m an expert in this area.

This executive summary is designed to provide you with crucial information about an opportunity to separate yourself from your competition, make a connection with your prospect, and demonstrate that you are an expert in your profession.

This opportunity is one to become a published co-author and have your book sold on Amazon and Barnes & Noble (all for just ONE-HOUR of your time). This is the title of the book we are going to publish:

A Cup of Coffee with 12 Leading Attorneys In The United States

“Valuable insights You Should know Before Hiring An Attorney”

Authoring a book is a powerful marketing and branding tool

It distinguishes you as a leading expert in your profession and separates you from your competition. With so many attorneys targeting the same group of people, networking in the same circles and clamoring for the same attention, the distinction of being a published author in your area of expertise – separates you from your competitors.

Your book will help you make that critical connection with a prospect. People want to know the people they are dealing with, but unfortunately, the time during a consultation doesn't allow adequate time to really get to know you. A consultation only gives you time to make a first impression, and hopefully form a connection with your prospect. Your book is the perfect follow-up tool to build that connection.

Now imagine that you have just met with a prospect, and they leave your office with an autographed copy of your book under their arm. Imagine how much more powerful that is than sending them out the door with brochures and literature? The fact is that a book costs you about \$3.70 and can help you acquire a client worth \$1,000, \$5,000 or \$10,000.

The tipping point:

Every attorney must ask him or herself, what can I do or say that will tip the scales in my favor? A book, a website, pictures of my work – all these things help. Of these, a book is the most powerful.

Writing a book that is for sale on Amazon and Barnes & Noble is a powerful “tipping point” tool and a high-powered marketing strategy. It can tip the scales in your favor at the time a prospect is checking you out online, but it will also serve you well as an influential tool when they leave your office. Tipping the scales in your favor is what branding is all about.

A book is a “tipping point” when someone checks you out online. The fact is, prospects will go on the Internet and check you out before they ever meet with you, even if they are referred to you by a family member or friend. Your book will show up at the top of the search results for your name. This is because Amazon is considered one of the major authority sites on the Web. A prospect will see that you are a leading expert in your field.

A book on leading attorneys written by you thus leaves a powerful first impression. As we all know, branding is all about making positive first impressions. What every service provider wants to create is a memorable experience and impression upon someone that they have no choice but to talk about you to their friends.

The second time a book can be a “tipping point” is when a prospect leaves your office with a signed copy of your book. It is just one more thing that makes you different (in a positive way) from your competition.

Long-term benefits:

Unlike other marketing strategies, **a book has long-term benefits that span 10 – 20 years.** For example, when you give someone your business card, pamphlets, and literature, they may keep it around for a few months, but eventually it gets tossed in the wastebasket. When you give someone a signed copy of your book, it becomes a treasured possession. Seldom is a signed copy of a book disposed of; rather it is given an honored place on someone’s book shelf. This is because an author gains a degree of celebrity status, and people like to say that they know the author. The book is hard proof that they have met you.

Ten years from now, a family member, a friend, or an acquaintance could be looking for an attorney. It’s not hard to imagine someone going to their book shelf, pulling out your book, and telling their friend that they should see you.

Why hasn’t my marketing team told me about this?

Until now there hasn’t been an affordable solution that didn’t require 9 – 18 months of your time to become an author, and \$25,000 to hire an agent just to get your book in front of a publisher. So they turned your attention to other marketing ideas that could be implemented immediately. Unfortunately, a marketing strategy that is easy for you to implement is also easy for your competitors to implement. Furthermore, the marketing team doesn’t make money from you becoming an author. They make money when you spend it on websites and advertising.

That’s not to say you shouldn’t use these forms of marketing, but they just don’t distinguish you from your competition. For example, everyone has a website where each attorney tries his or her best to convince a prospect that he or she is an expert in their field. I strongly believe that a well-designed website will help your business before the initial consultation. Unfortunately, it does nothing to tip the scales in your favor after a person leaves a meeting with you.

Additional benefits:

You will attract opportunities to get your name out into the market – you gain the prestige of being a published author, which opens the door to speaking engagements. These are opportunities that don’t exist for anyone who isn’t a published author, regardless of how good he or she is in your profession. A book can take you places you could never take yourself.

Easy transition when you meet someone for the first time – Think of it this way. You meet someone and they ask what you do and you reply, “I’m an attorney and a bestselling author on Amazon.” What do you think they are going to say next?

- Tell me more about being an attorney or
- Tell me more about the book you wrote.

I can say from personal experience, 99% of the time they will ask you about your book. It's a conversation starter, and the book provides an easy transition into a conversation about you and your profession.

Our process is unique:

We realize that most professionals don't have time to spend 9 to 18 months to write a book.

Therefore, we came up with a strategy that **solves the problem of 'lack of time'** to write a book.

Rather than writing a book yourself, we will do a **ONE-HOUR interview** to create a chapter for you. We will then send the recording through a series of multiple editors to convert the interview into a chapter for the book.

As the publisher, we transcribe, edit, and proof-read your chapter. We then send it to you for final review and approval.

The book will consist of 12 chapters, each one representing a fellow co-author who also is an expert in your profession but resides in a different part of the country.

Finally, as the publisher, we do the graphics and publish the book. The book is designed to contain an adequate number of pages to feel significant, but be short enough not to overwhelm the reader. It is also designed to be easy to read and very informative.

What you get:

Author's copies of the book are approximately \$3.70 a copy. The retail price of the book will be \$24.95, and all the royalties will go to charity.



Our book "A Cup Of Coffee With 10 Of The Top Divorce Attorneys In The United States" was published and released on June 5th, 2014. The day it was released to the public it hit #1 in Hot New Releases for Marriage Law and #1 in Hot New Release for Family Law.

On the same day, it also became an Amazon Best Seller, again #1 for Marriage Law and #1 for Family Law.

Our goal is to make this book on Leading Attorneys an Amazon Best Seller as well.

All the royalties go to charity

This book is also a fund-raiser for charity. In the case of this book, all the royalties will go to Will Play For Food Foundation eliminate child hunger in the United States, and for every book that is sold it will provide 210 meals for children in the U.S. If you are not familiar with this foundation, you can go to their website <http://www.willplayforfoodfoundation.org/>.

In fact, when the book is ready to launch, we will ask all our co-authors to send an email and make a post on Facebook for their friends and relatives to purchase a copy of this book to help raise money for this worthy organization and make the launch of this book a success. Not only does it help us raise a significant amount of money for eliminating child hunger in the U.S.; it very subtly lets your family and friends know you are an author who has a book for sale on Amazon.

The Next Step

The next step is to have a 10-15 minute conversation where we will answer all your questions regarding this opportunity. Please note, that unlike hiring someone to create a website, this is an exclusive offer and we can only work with 10 co-authors. Once we have our 10 co-authors this opportunity will no longer exist.

Call or email me to schedule a time to talk.

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